

ABSTRACT

5 In general, in one aspect, the invention relates to a computer-based method for selling an
item to a customer at a retail location. An identifier associated with a token presented by a
customer is received at the retail location. Customer data is accessed based on the identifier. A
product order selected by the customer is identified. The identified customer order is prepared
for the customer at the retail location. A preferred payment method for the customer is
identified, and payment by the customer executed for the selected order by the preferred payment
10 method. The customer is provided with the selected order at the retail location. A system for
selling an item at a retail location can include elements for performing these method steps.

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